

ABSTRACT

A packaged article comprises a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing the first surface; and a lenticular label having a front face and a rear face; wherein the front face of the lenticular label comprises a multidimensional image; and wherein the front face of the multidimensional image is adhered in a facing relationship to the second surface of the substantially transparent container. A method of packaging a liquid product which is at least semi-transparent, said method comprising the steps of: (a) providing a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing the first surface; (b) providing a lenticular label having a front face and a rear face, wherein the front face comprises a multidimensional image which imparts at least one visual illusion; (c) adhering the front face of the lenticular label in a facing relationship to the second surface of the substantially transparent container; and (d) providing the liquid product which is at least semi-transparent in said substantially transparent container.